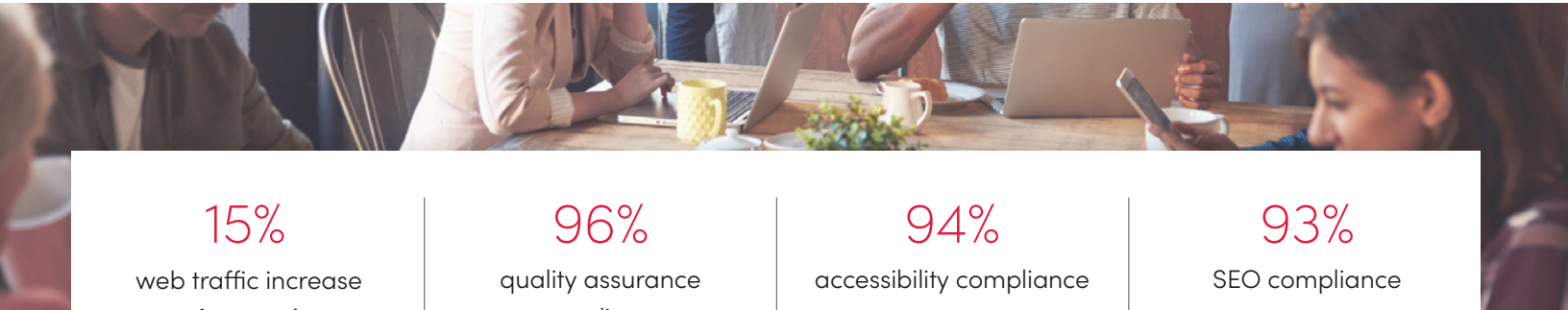




Union County, NC

How Union County Built a Digital Government Ecosystem



15%

web traffic increase
(2022-23)

96%

quality assurance
compliance

94%

accessibility compliance

93%

SEO compliance

OVERVIEW

When Union County, North Carolina looked to refresh its website, the Public Communications team embarked not only a UX redesign, but a cultural shift that has led to a digital-first approach to internal and external interactions. Granicus provided tools and support to keep pace with Union County's expanding vision for serving its community.

SITUATION | TURNING A REDESIGN INTO AN OVERHAUL

Keeping up with the demands of their population, county leaders knew their website needed an overhaul. In making the decision to undergo a digital facelift, leaders also saw the opportunity to address the organization's intranet as well and put in place the initial steps to a digital transformation that has continued to expand and evolve.

SOLUTION | BUILDING A NEW DIGITAL CULTURE

The team found solutions with tools from Granicus. First, govAccess helped develop Union County's website and intranet. Then, Granicus' EngagementHQ tool is being used to help connect the community to comment on public projects involving everything from fair housing to septic system repair programs. Finally, Union County relies on the govDelivery communications tool to effectively inform the community about all projects and new changes.

RESULTS | SUCCESS AND THE VISION TO EXPAND

The county's public-facing website has significantly improved engagement by surpassing industry averages in key metrics. With a quality assurance compliance of 96 percent (compared to a sector average of 78 percent), the county ensures high-quality content and services. Accessibility compliance stood at an impressive 94 percent (compared to 88 percent) at the time of submission, and the website's SEO compliance of 93 percent outpaces the sector average of 84 percent, showcasing proficiency in optimizing content for better search engine visibility.

MUST HAVE SOLUTION

govAccess
govDelivery
EngagementHQ

“Granicus makes it so much easier to organize your content and feel confident that what you're putting out there is accessible to the end user. And when you consider the widgets that are available, I'd say it's a better way to present your content in general.”

Erin Steele, Digital Content Manager, Union County, North Carolina